# California Craft Brewers Conference- Schedule of Events

## Monday May 18th, 2015

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| | **Registration Open \| 9:00am- 2:00pm** *\| Cortez Ballroom Foyer \|* | |
| 9:30am-10:45am | **2015 CA Legislative Update:** Tom & Chris will review current legislative issues facing our industry including four CCBA-sponsored bills. Update on Prop 65 & an overview of federal issues by Pete with the BA.<br>**Tom McCormick, CCBA, Chris Walker, Nossaman LLP , & Pete Johnson, Brewers Association**<br>*Location: Cortez Ballroom 2 & 3* | |
| 10:50AM-11:30 AM | **Advocacy 101**<br>Chris Walker will give an overview of the legislative process and discuss effective ways to develop and build a relationship with your elected officials. Brewery tours and other simple outreach programs will be discussed.<br>**Chris Walker, Nossaman LLP, Tom McCormick-CCBA, & Laurie Holtog-CCBA Events Manager**<br>*Location: Cortez Ballroom 1* | **Start-Up & Newbie Panel – (Almost) Everything You Need to Know**<br>This panel of experts will discuss how to navigate the many local ordinances, permits and requirements, ABC licensing options, choice of entity and other essential topics for start-ups and those new to the industry.<br>**Omar Passons-Stuz Artiano Shinoff & Holtz, Marco Costales- Nossaman LLP, Marcela Escobar-Eck- Atlantis Group**<br>*Location: Cortez Ballroom 2 & 3* |
| 11:35AM-12:20 PM | **Running an Effective Tasting Room**<br>If you operate a tasting room, this seminar is a must. Laurie Porter will discuss both basic and innovative ways to operate and manage a successful and profitable tasting room in which your customers will keep coming back.<br>**Laurie Porter, Smog City Brewing Co. & Matt Olesh, The Bruery**<br>*Location: Cortez Ballroom 1* | **Preparing and Managing Growth Panel**<br>Is your business growing? Ken will cover the critical steps to successfully funding and financially managing your growth. Mike will then discuss from first-hand experience the nuts and bolts, ups and downs of growing your business to meet demand.<br>**Ken Dansie, Burr Pilger Mayer & Mike Hess, Hess Brewing Co.**<br>*Location: Cortez Ballroom 2 & 3* |
| 12:20 PM-2:00 PM | **Break** (Lunch on your own) \|<br>**"The Expert is In" Consultations-** *Location : North Park Ballroom* **12:20 PM- 2:00 PM \|**<br>Sign-up for one-on-one consultations with experts in the craft beer industry!<br>Experts in the following industries will be available, sing up for the time slots at the registration table or "drop-in" on the session during the break! Distributor Contracts ~ Trademark ~ Employment law~ Accounting~ General ABC regulations ~ | |
| 2:00 PM-2:50 PM | **Achieving Compliance with California's New Industrial Stormwater Permit**<br>The California State Water Resources Control Board adopted the new Industrial Storm Water General Permit (IGP). This seminar will describe in detail how to file your permit, how to comply, and thus reduce your risk of fines and third-party lawsuits.<br>**Dan Johnson, VP with SCS Engineers**<br>*Location: Cortez Ballroom 1* | **Retail Panel**<br>With the rapid proliferation of SKU's, the retail shelf space is becoming hyper-competitive. Find out from three off-premise beer buyers how and why they choose who gets on the shelf.<br>*Location: Cortez Ballroom 2 & 3* |
| 3:00 PM-3:50 PM | **Safety- Protecting Your Most Valuable Assets**<br>Your employees are your most important and most valuable asset. Dan Drown will provide all breweries, small to large, with real life ways to protect your employees (and your pocketbook).<br>**Dan Drown, Drown Consulting**<br>*Location: Cortez Ballroom 1* | **ABC Update & Beer Festival Regulations**<br>We will provide a background on current enforcement issues and examine how our industry can be involved in the process. We'll talk about beer festivals including what you can and cannot do, how to handle an event that has a licensed retailer as a sponsor and other important things to know when donating and participating in a non-profit licensed event. Includes a Q&A session. **Candace Moon- The Craft Beer Attorney & Tom McCormick, CCBA**<br>*Location: Cortez Ballroom 2 & 3* |

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| 4:00pm-5:30pm | **Open Beer Bar and Trade Show** \| Cortez Ballroom Foyer & Hillcrest Ballroom |
| 6:00 PM - 8:00 PM ***Shuttle Service to Dinner Begins at 5:30pm*** | **BBQ Dinner Reception \| Stone Liberty Station** *(ticketed event)*<br>*Join us at Stone Liberty Station for a BBQ Dinner and beer garden!*<br><br>***Shuttles will be going from the Hilton to Liberty Station every 20 min starting at 5:30pm- 6:30pm, then from Liberty Station back to the Hilton beginning at 7:30pm to 8:15pm*** |

| **Tuesday May 19th, 2015** | | |
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| | **Registration Open \| 9:00 AM- 1:00 PM** \| *Cortez Ballroom Foyer* | |
| 9:30 AM-10:20AM | **Barrel Aging**<br>Learn from the veteran barrel-aging experts: the tricks and techniques to perfecting your barrel aging program. The panel will also cover the financial challenges to barrel aging profitably.<br>**Patrick Rue, The Bruery and Tomme Arthur, Port Brewing Company/The Lost Abbey**<br>*Location: Cortez Ballroom 1* | **Know Your ABCs- Social Media Regulations and Best Practices**<br>Navigating what you can and can't say on social media is confusing and frustrating to say the least. Candace will tackle in detail the whys and what's of mentioning a licensed retailer on social media. Jemma will delve into best practices, techniques and tips on how to gain the most impact from your social media platform.<br>**Candace Moon- The Craft Beer Attorney & Jemma Wilson- Firestone Walker Brewing Co.**<br>*Location: Cortez Ballroom 2 & 3*: |
| 10:30 AM-11:20 AM | **The State of Water in Drought Year #4**<br>"Save water – drink beer." The problem is that beer is mostly water. This seminar will discuss what our industry can expect going into the fourth year of an epic statewide drought. Not many breweries were impacted last year, but 2015 could be a very different situation. The seminar will also cover hands-on and tangible techniques to help use less water in the brewery and the capture and re-use of water.<br>**Bill Croyle-Drought Emergency Manager at Dept. of Water Resources & John Stier- Senior Consultant, Antea Group**<br>*Location: Cortez Ballroom 1* | **Franchise Law and Distributor Contracts**<br>Do you know what franchise laws are? Did you know we have some franchise laws here in California? Do you have a good contract agreement with your wholesalers? We are honored to have the preeminent wholesaler contract and franchise law attorney in the country join us from Washington DC. Marc Sorini will be talking about California specific laws that every brewery needs to know.<br>**Marc Sorini, McDermott, Will & Emery LLP**<br>*Location: Cortez Ballroom 2 & 3*: |
| 11:30 PM-1:00 PM | **Lunch Reception** \| Hillside Terrace, 2nd floor | |
| 1:00 PM-2:15 PM | **General Session** \| *Location- Cortez Ballroom*<br>**Talk 1:** Association Update \| Board Introductions<br><br>**Talk 2: "Department of Alcoholic Beverage Control Overview"**<br>**Lori Ajax, Chief Deputy Director of the California ABC**<br>We are very pleased to have The ABC Deputy Director join us to provide an insightful view of the Department and how the ABC perceives and administers the craft brewing industry. | |

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| 2:15-2:30PM | **Break** |
| 2:30 PM-<br>4:30 PM | **Talk 3: "State Of the Industry- JB Shireman, Vice President First Beverage Group**<br>The beer industry is changing more rapidly and in bigger ways than ever before. Find out from a seasoned and highly insightful industry veteran what we can expect in the near future. Planning now for rapid change is essential for long term viability and survival.<br>**Key Note: Pioneers of the San Diego Craft Brewing Scene**<br>**Chris Cramer-Karl Strauss, Gina Marsaglia-Pizza Port, Lee Doxtader-San Diego Brewing**<br>Continuing the CCBA's 25th Anniversary celebration, enjoy the stories and history of the early days in the San Diego craft brewing scene. Three San Diego craft beer pioneers will recount and chronicle the early days in an informal and causal panel roundtable moderated by Vinnie Cilurzo, Russian River Brewing Co. |
| 4:30 PM-<br>6:30 PM | **Beer Reception** \| Cortez Ballroom Foyer & Hillcrest Ballroom |